



# Ocean Beach MainStreet Association January 2009 NEWSLETTER

## **BOARD OF DIRECTORS**

**Michael Akey, President**  
Pacific View Real Estate

**Julie Klein, 1st Vice President**  
Julie Designs

**Heather Clarke, 2nd Vice President**  
Union Bank

**Cordelia Mendoza, Secretary**  
Cottage Antiques

**Mike Stifano, Treasurer**  
Winston's

**David Smedley**  
Smedley, Gallagher & Gee, LLP

**Yvonne Cruz**  
Surf'n Sea Wetsuits

**Gary Gilmore**  
Gary Gilmore Goldsmith

**Dave Martin**  
Shades Oceanfront Bistro and  
Crave's Cafe

**Barbara Iacometti**  
Details Salon & Spa

**Mark Schlesinger**  
Beach Area Tax Service

**Beth Turner**  
Jungle Java

**Craig Gerwig**  
Newport Avenue Antique Center

**Kelly Patri**  
Bone Appetit Ocean Beach Pet Supply

## **STAFF:**

**Denny Knox, Executive Director**

**Claudia Jack, Associate Director**

**Rebecca Saffran, Program Manager**

**David Klamam & Community Crops,**  
Market Managers

The Ocean Beach MainStreet Association is happy to announce this year's winners of the OB Window Decorating Contest.

**1<sup>ST</sup> PLACE**  
**JUDGE'S CHOICE**  
*BEST OVERALL CREATIVITY*  
**VIGNETTES**  
4828 Newport Ave.



**2<sup>ND</sup> PLACE**  
**BEST HOLIDAY**  
**THEME DISPLAY**  
**BEACH SWEETS**  
5022 Newport Ave.

**3<sup>RD</sup> PLACE**  
**BEST MERCHANDISE**  
**DISPLAY**  
*DISPLAY OF YOUR PRODUCTS*  
**BONE APPETIT, OCEAN**  
**BEACH PET SUPPLY**  
4845 Newport Avenue



**SPECIAL MENTION**  
**DOG BEACH DOG WASH**  
4933 Voltaire Street  
*Many thanks to all the  
Ocean Beach businesses that participated  
in the 2008 Window Decorating Contest.*  
*Photos by Becca Lyn*

## **January Meeting Calendar**

Tue. Jan. 6	8:30am	Design Committee meeting
Wed. Jan. 7	8:30am	Finance Committee meeting
Thur. Jan 8	Noon	OBMA Board of Directors mtg.
Fri. Jan 9	8:30am	Promotion Committee mtg.
		<i>This is not Promo's normal date</i>
Wed. Jan. 14	Noon	ER Committee meeting
Mon. Jan.19	8:30am	Clean OB Committee Meeting
Tue. Jan. 20	8:30am	Crime Prevention Committee

All meetings will be held at the OBMA Office unless otherwise noted.

During the Month of February

**"Fall in Love with Ocean Beach"**

*We will be heavily promoting it. So contact us and tell us about your business.*

- Let us know what you will be offering for **Valentine's Day**
- Let us know if you are running a **special event or promotion** during the month.

**619-224-4906 or email [obbid@nethere.com](mailto:obbid@nethere.com)**

## Ocean Beach Farmers Market

Every Wednesday  
4pm to 7pm

Fresh vegetables, fruit,  
flowers, jams and jelly, plus fresh baked  
goodies not to mention all the other fun  
things at the OB Farmers Market!



## REASONS TO SHOP LOCAL

With \$.60 of every \$1 spent at local stores remaining in the community (according to the SBA), your shopping dollars will go much further if you shop local. With all that Ocean Beach has to offer, shopping local is a win-win for everyone. So next time you find yourself headed to your car for a big chain store, remind yourself of these key reasons to keep your car right where it is and head to your local Main Street:

- Shopping local keeps dollars in our local economy. As stated earlier, keeping 60 percent of your spending money in your local community makes a world of difference. According to the SBA, only \$.20 of each dollar spent at a chain store gets re-circulated into the community, while only \$.06 of each dollar spent at a 'Big Box' retailer gets re-circulated.
- Shopping local fosters what makes our community unique. Why give the same gifts and decorate your home the same as everyone else in the country? Go different!
- Shopping local creates local jobs. Local businesses create better paying jobs than many of the big stores. Plus, employees save on gas and emissions by not having to drive to work.
- Shopping local helps the environment. Not only do we save on transportation, but also products at local businesses are safe and well made because our neighbors are passionate about what they sell and stand by their products and services.
- Shopping local nurtures our community. We all know each other (or should). Studies show that local businesses donate to community causes at more than twice the rate of big chain stores.
- Shopping local conserves tax dollars. Shopping in your local business district means less infrastructure, less maintenance, and more money available to beautify the



## General Committee Info: (check pg1 for more info)

- ♦ **ORGANIZATION:** (Executive Officers ONLY)  
Meets as needed.
- ♦ **FINANCE COMMITTEE:**  
Meets the Tuesday before the Board Meeting at 8:30 am.  
OBMA Office. Mike Stifano, Chairperson
- ♦ **DESIGN COMMITTEE:**  
Meets the first Tuesday of the month at 8:30 am  
OBMA Office. Barbara Iacometti, Chairperson
- ♦ **PROMOTION COMMITTEE:**  
Meets the first Friday of the month at 8:30 am  
OBMA Office. Cordelia Mendoza, Chairperson
- ♦ **ECONOMIC RESTRUCTURING:**  
Meets the 2nd Wednesday of the month at 12 Noon  
OBMA Office. Heather Clarke, Chairperson
- ♦ **CRIME PREVENTION COMMITTEE:**  
is an Economic Restructuring subcommittee.  
Meets the 3rd Tuesday of the month at 8:30am.  
Julie Klein, Chairperson  
Remember, report all crimes to 531-2000. Your Call Counts!  
The Graffiti Hotline is 525-8522 or local 226-8613

If you would like to join one of our committees,

please contact us at 224-4906.

It is always more fun  
to be involved in your community!



community. Conserve energy and transport.

- Shopping local creates more choice. Local business owners listen to their customers and sell based on your needs and wants. They also carry a wider variety of unique products to meet the specific needs of the local market.
- Shopping local takes advantage of local expertise. We are all friends and neighbors and have a vested interest in knowing how to serve you. Local business owners are passionate about what they do, so why not take advantage?
- Shopping local invests in entrepreneurship. Creativity and entrepreneurship are what the American economy is all about. As President-Elect Obama stated in his Election Night speech, "How can Wall Street thrive while Main Street struggles?" It won't.

And finally,

- Shopping local makes our community a destination. The more we attract guests, visitors, and new neighbors, the more our community can thrive. Ocean Beach is world-known for its uniqueness – in large part because of our local businesses.

With all that Ocean Beach has to offer, you can meet all your needs right here. So come shop and enjoy life with your friends and neighbors in 2009. ***That's the message for the new year . . . So spread the word!***

(Art by Chuck Schiele)

# MEMBER BUSINESS ANNOUNCEMENTS

If you want to publish a business announcement, please print the form from our website or drop by the office.

Business announcements are free to our members. It's an easy way to let others know about your particular business.

**What kind of information will we publish?**

Have you or your employees received a special award?

Are you having a big sale or anniversary.

Are you changing your hours or adding a new product line?

**Carefree Vacations** Travel Show on January 17<sup>th</sup>, 2008. 11 am – 3 pm at the Town and Country Resort and Convention Center Grand Ballroom. Meet with over 40 travel and cruise companies and attend in-depth travel seminars. Free admission, exclusive day of show special offers, door prizes and more... For more information contact your local Carefree Vacations office in Pt Loma at 619-224-2961 or email [tanderson@sdtg.com](mailto:tanderson@sdtg.com)

**PEAK PERFORMANCE HOLISTIC THERAPIES** is proud to announce that it has been in business for 17 years! Peak Performance was the first Holistic Massage establishment in the Ocean Beach area. Thanks to local support, it's peaceful ambience and professionalism, Peak Performance has not only doubled in size but it has also increased their staff and services. Below are a few new additions you can enjoy for the New Year. BREAST CANCER SCREENINGS; GROUP HERBAL CLEANSE, WEIGHT LOSS AND NUTRITIONAL COACHING PROGRAM; SEASONAL SPECIALS; and PANPURI! For more information contact Peak Performance 619-222-5559. 4732 Point Loma Ave. [www.peakperformancemassage.com](http://www.peakperformancemassage.com)

**Cheri's Massage and Spa Therapies** is proud to be a new member of the OBMA. Cheri, a Holistic Health Practitioner and Nutritionist has been providing health and wellness services since 1997. Her experience as the Lead Therapist at a luxury resort spa and her years spent studying nutrition and massage allow her to address health issues from a broader perspective. Her goal is to help her clients achieve optimum health through body therapies and a nutritious diet. During the month of January, mention the OBMA newsletter and receive a complimentary aromatherapy scalp massage when you schedule a massage or body treatment. Cheri is currently practicing at Peak Performance Holistic Therapies. Reserve your time today (619) 865-1623, [www.spa-cheri.com](http://www.spa-cheri.com)

## BIG NEWS FROM . . .

**Ocean Beach Paint & Hardware** has just announced that they are moving from their current location to the old Homer's building which is west a few doors. The old Homer's building at 4871 Newport Avenue has a new property owner who is splitting the large space into multiple retail spaces. OB Paint & Hardware will make the easy transition to this location over the last few days of December. Their phone number will remain the same 619-223-3083 according to the owner, Carl.

## Welcome New OBMA Members

### Cheri's Massage & Spa Services

4732 Point Loma Ave. 619-865-1623

*Massage & Spa Services*

### Jennifer's Skincare & Waxing Services

4820 Santa Monica Ave. 619-221-8009

*Skin Care and Waxing Services*

### Tatiana Skin Care

4928 Santa Monica Ave. 619-855-2557

*Skin Care*

### Michelle Carney

917-9179

*Early Intervention Services*

### The Polished Box

4994 Newport Ave. (Seth's) 619-208-4801

*Skin Care*

### Tobee 4 Hair

1855 Bacon Street (Sweet Salon) 829-2231

*Cosmetologist*

### Sondra Gemmill, Attorney at Law

4817 Santa Monica Ave. 619-892-1525

*Family Law Attorney*

### Fernandes Landscaping

619-224-1930

*Gardening, Landscaping, Tree Trimming*

### Ace Bobcat Service

606-7814

*Contractors & Demolition*

### The Green Thumbs

619-758-9802

*Landscape Maintenance*



## What Goes Up

### MUST Come Down!

Many thanks to everyone including the **Sunset Cliffs Surfing Association** who helped to put up the decorations and who hopefully will be helping to take them down on **Jan. 10th**. Take down is at **7 am on Sat. Jan. 10th**. Meet at the OBMA office and bring your ladders.





## Ocean Beach MainStreet Association

PO Box 7990, San Diego, CA 92167

**Office:** 1868 Bacon Street, Suite A  
San Diego, CA 92107

619-224-4906, Fax 619-224-4976

www.OceanBeachSanDiego.com

Email: obbid@nethere.com

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**OceanBeachSanDiego.com . . . For all your information!**

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Mayor Sanders



Photos by Becca Lyn



Councilman  
Faulconer &  
Family



*Welcome to 2009  
Please join a  
Committee and  
Participate in a  
Better Ocean Beach*

### What a **fantastic** Parade!

The crowds were *enormous* and the *fun* was everywhere! Many thanks to those who made the **OB Parade** the

success that it was. Kelly Touhill was the Parade chairperson. The OB Town Council's Tree Committee hosted the event. Thanks for spreading good cheer around the neighborhood.